Website Review – Conscious Classroom

After a review of the whole site, I'd like to suggest changing Themes on Wordpress to the DIVI Theme. I own a lifetime license for the DIVI Theme, so there is no cost associated with the switch, and the change of Themes will allow for a more top-down, comprehensive way to redesign the site with less effort and less time devoted to the re-do. Plus, DIVI is extremely user-friendly on the back and front ends, and integrates seamlessly with WP plugins, making it easy to keep the site, fresh, new, and up to date with current trends and standards.

First, I would like to take you through a review of the site as-is.

Second, look at your competitors' sites – outline their pluses and minuses.

Last, But Not Least, I would like to run through a rough outline of some design ideas for the site to bring it more in line with the look, feel, and content of the Guidebook.

First – Website Review

Main Navigation, Header & Footer

- Header – I would move the nav to the left slighty – just so it's not butted up against the right side so much.
- I like Poppins for the font on the Nav, but maybe a different weight - could switch to another sans-serif font potentially. What should be done is pick a global font for headers, body etc., and global colors to use based on the design of the Guidebook so there is a seamless visual integration between all platforms
- Footer & info needs to be smaller and reorganized with the everything lined up and either centered or left & right justified
- The copyright info should be at the very bottom and smaller

Homepage

- Modules are too big on the page – esp. the icons – but I don't think these should be on the homepage, I like the "Breathwork" module being for free – let's highlight that a bit more.
    - Don't like that each of these goes this goes right to a sign-up – off-putting for users
    - The first set of messages from Stacy should be on the homepage, not here
    - This should go right to the breathwork thing and shouldn't need a login if its free
    - I don't think they should be called modules either – classes maybe? Module is not a word that speaks to a ton of people. Need to make it more accessible
    - Also, I don't see any Form Responses even though I submitted and added my email – need to hook that up properly
- I think for Homepage content, we need to turn to the text that's on the opening pages of the Guidebook. If you think of a website like a book, that first homepage should be teasers to bring the users in, and reasons why they should stay on your site, and explore more. Testimonials are good here, the Intention page, as well as Preface, the Welcome page, Introduction – that type of thing.
Just like with a book, who's cover inside and out is filled with extolling its virtues and teasers to make you want to buy it and read it.

About

- I'd like to take the big rainbow off the header background and instead put images of kids doing yoga with a border or something rainbow around it somehow. We want the educators to be able to visualize students doing this work, so the more images we throw at them of kids doing yoga, the more it will stick in their minds. I think this page could be made to look better, but I'll have to play around a bit with it to get it there
- I would add intentions and goals/philosophy here as well as info about Stacy.
- Maybe bring in the little guy Prana and introduce him here as well?
- Also, maybe add an FAQ page or section?

Shop

- Jenn let me know that this links to Shopify. The design is pretty good here, but could be tweaked a bit. I would have to get into it to see what can be done design-wise.

Contact

- I don't like the look of the form taking up the whole page. Should be off to the right with your contact info on the left
- I like the look and feel of the Contact page for Breathe For Change with the Help section on the side and the form on the left.
- Actually, we could make the contact form static at the bottom of each main Nav page, and instead have a FAQ page

Login

- I feel like this shouldn't be a page. It should just open a lightbox and then when the user inputs their info, then it goes to a page

Secondary Navigation

Schools

- I don't think this should be going straight to a pay area. This should open to a page ABOUT yoga in schools, with this pay section towards the middle-bottom part of the page. People get turned off when things go straight to the money. Should be more informational first.

Educators

- Same thing here – should be informational first, then money, and I really don't like how it opens in a big lightbox. Each of these should go to their own page
- Perhaps instead of having these two menus, have a dropdown or two in the main nav that covers these sections?

Families

- Same issues as above pages

Curriculum

- I would re-design this whole page! Everything is a bit too big for itself – needs a bit more white space to live in – otherwise it's just too much content for the eye to take in
- I think what you need is more text areas extolling the virtues, and then having buttons or links to get to the money and cost areas

Resources

- Again, redesign the page allowing for more white space on the page

Second – Other Sites

Breathe for Change (Squarespace)

- ***Best site out of the three***
- Organization is better on this site
- Lots of pop and images
- Like their mission & vision sections

YogaEd (WP – twentyseventeen thru twentytwentyone themes)

- I like the scroll area listing the benefits on the homepage
- Too much scroll up on the page of all the content though – once is good; on each page having every section scroll up is too much
- The Store is organized better here
- Not sure if I like that the "Training & Classes" section opens on hover?? Kind of like it, but kind of not as when you move your mouse over it, it opens whether you want it to or not
- I hate the About section – should not suddenly change to L to R instead of top to bottom for the scrolling – don't do this
- Contact section is good here, but too much info below it
- UX on this site:
    - Way too much upward scroll on everything – it's distracting
    - For Schools & For Home pages – I don't mind that each section is broken down into that secondary nav below the header, but it seems a bit too low on the page, and again, I think there's too much upward scroll on the whole page and site.
    - Training & Classes – I really don't like how the section opens up on hover. The UX on this section is bad.
    - Resources – UX is bad here too. On the main page, if you click in the blue section, but don't scroll down, it appears that nothing is opening up. You have to scroll down once you click in order for areas to populate. The other pages like For Schools and For Home, once a sub-section is clicked, it scrolls up. Here it doesn't. This is inconsistent.

CharacterStrong (WP – Character theme?)

- This site is terrible – no offense to their product. Needs better separation between sections on the homepage – everything is smushed together
- I like their Nav a lot better though – I like the Curricula part (although, they should use a different word, cus that's not common enough), how it's a dropdown about the age/grade ranges and what is offered for each

Third – Design Ideas

Why Switch?

As mentioned in the beginning, I think it would be a big help to get a visual builder/theme for your site. Themes/Builders in Wordpress work as different ways to build websites. All websites are built using the same languages, and hang on the same grid of scaffolding and structure, and the themes and builders function as different templates, designs, and approaches on how to construct the site.
The benefit of a visual builder like DIVI, is that it allows for much more flexibility and specificity in the design of the site. There are some other benefits that I think would help as well:
(Below are all screenshots of the Wordpress Dashboard for the Bainbridge Island Studio Tour. They are used here as visual examples only)

- The ability to make a module Global – i.e. changes you make in one instance of a global module copy over to the rest of the global modules. Allowing for only having to make a change once instead of multiple times:
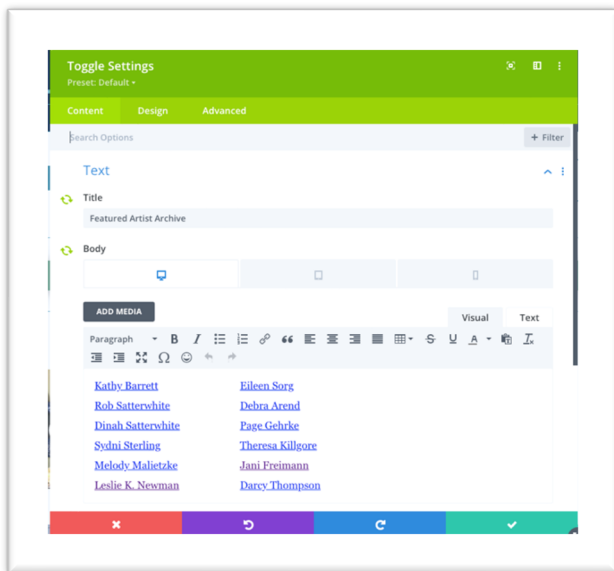
Global Module (Bright Green in Color)
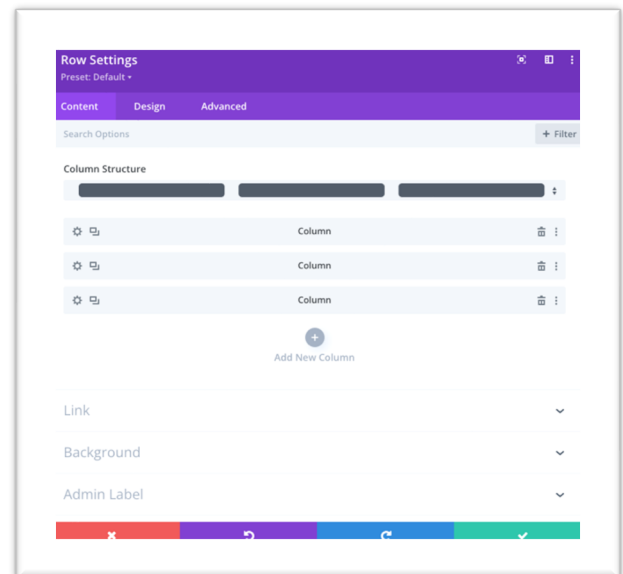
Default Module (Purple in Color)

- The ability to save layouts for pages, modules, headers etc. so you can just pull them onto a page and then make any changes instead of having to re-create the whole thing from scratch:

- Can also create both Global Header and Footer to apply to the whole site, as well as create different templates of pages that can omit either of these and/or add in any global (meaning on each iteration of that template) body elements
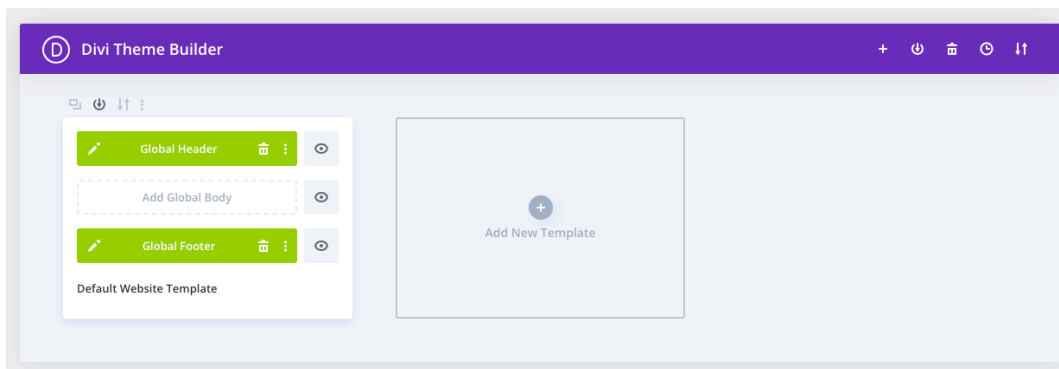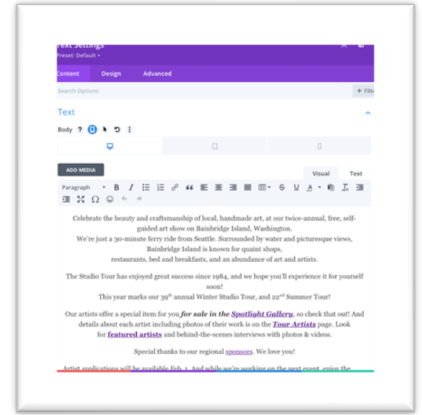
- The ability to individually design each section, row, and individual module, as well as add in extra styling through the Advanced tab:
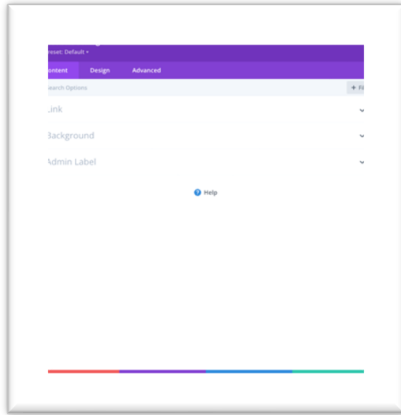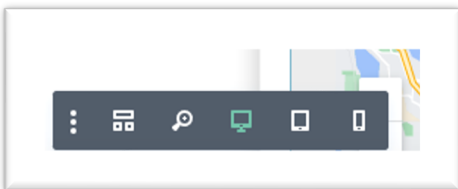

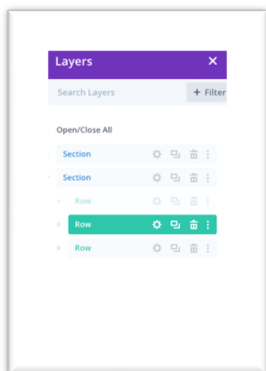Section Content & Design
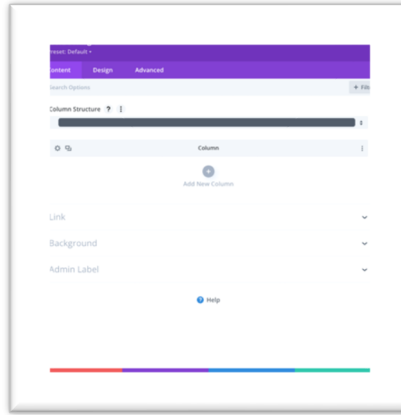
Row Content & Design

Module (Text) Content & Design

- Also in the Advanced tab, the ability to toggle off the visibility of a section, row, or individual module:

The different views you can click between while in the visual builder
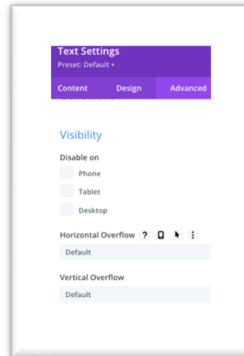

Layers View

Structural View

Tablet View

Phone View

- And lastly, the ability to view the visual builder in a myriad of ways – through Layers, and Structural views, plus Desktop, Tablet, and Phone views:

Design Ideas

Structure

I took notice of how you (Stacy) wanted the website to reflect more of the Conscious Classroom Guidebook, so I grabbed a copy from Jenn, and based on what I found, I am proposing a re-structuring of the site as well. First off, I'd like to outline a way to re-structure the Homepage:

Homepage

Logo	Navigation	Social Logos & Login

Current Image

Current Banner Text

Current Text: Mindfulness & Movement Curriculum….

Add some of the text from paragraphs in Preface with maybe an image or graphic

BODY

Scroller with either a graphic or image and title of each module with a brief explanation

< >

Students Gain Specific Skills… (from Preface)

	Icon	Icon		
Icon			Icon	Icon
Mindfulness & Text	Self-Monitor & Text	Emotional Vocabulary & Text	Empathy & Text	Define Values & Text

Button and Text linking to free Breathwork Module

Testimonial 1	Testimonial 2	Testimonial 3	Testimonial 4

Intention Page Quote from Guidebook

FOOTER

Logo & Socials Emails & Contact	Form for Info

Rest of Site

For the Structure of the Navigation at the top, I think this warrants a discussion about what you want to highlight on the site, but basics needed are:

- **About**

  This should be populated with content from the Welcome and Introduction pages of the Guidebook, and introduce Prana

- **Schools** (with a dropdown on hover showing these nested pages):
  - **Educators**
  - **Families**
  - **Curriculum**

  Not sure what content for these sections yet as that should be driven by you guys, but there should be some text and images up top, and then the pricing info below along with a link for the free Breathwork module

- **Resources**

  The current content is fine on here, but we could probably flesh this out a bit more

- **Shop**

  The current structure of this page could be improved. I like how the Breath for Change Store page is structured

- **Contact** (page or link to section)

  Info on the left, form on the right

Moving Forward

*"**In a nutshell**, the vast majority of your content will come through unscathed when you switch WordPress themes. But if you're using any functionality that's unique to your theme, rather than part of a plugin or the core WordPress software, you will probably lose those things when changing themes."*

Changing themes should not affect any of the current content on the site. Do you know if you have any plugins, shortcodes, or functionality that is tied to the Elementor Theme? If not, we should be able to make the transition over smoothly and be able to redesign and reconfigure the site pretty easily.

Steps:

1. Create Landing page for site under construction & replace current homepage with it
2. Make Backup of site
3. Add DIVI and activate
4. Fix any errors on Landing page
5. Redesign site starting with the Home page et al

Questions:

1. Who is your hosting provider?
2. Do you have a method for backing up the site currently? If not there is a free plugin we can add on called Updraft.
3. Do you have a staging site? If not, I think that's fine. There are free staging site plugins we can add as well if we want to go that route. Having a staging site that isn't live is nice, as that way we can work on the new version in the background while we just have the landing page up. But we don't have to do it this way. We can merely just make the pages live as we go instead of waiting and putting the site back up at as a whole at some point. It's up to you guys about how you'd prefer to do the rollout of the redesigned site.
4. Questions for me?